



business

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How to Run a Business with a Strategy to Make Profits

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It's not a race to the bottom, it's about making a fair profit to continue operations and provide development and research for new products to offer customers.



PDF Version of the webpage (first 10 pages)

This webpage QR code

<https://infinitysupercritical.com/business.html>

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Starting a Hemp Extraction Business

Reinventing Botanical Extraction

With the incessant demand for consumer grade hemp CB D rich products, along with CB D isolate for product infusion, there is a bottleneck between harvest and concentrate extraction. This is because most farmers don't have funding or capabilities to perform extraction. Third party extractors, termed toll processors often demand a 50 percent toll for their services. Unfortunately, there aren't many processors available and many are unreliable.

Of the extraction systems available on the market, they are high-priced, legacy-based systems that perform inefficiently, and effectively cause a bottleneck in processing.

Infinity Supercritical recognized these inherency's in 2015, and established a line of technologically advanced extraction systems.

Problem

Hemp Extraction: Large quantities of hemp need to be extracted at harvest time to preserve the unique medicinal qualities of the plant oil.

Batch Processing: The industry currently has large batch processing systems, which limit capability.

Solvents: Most processing is focussed on using solvents like butane (explosive and leaves a residue), ethanol (poor terpene retention and when poorly executed loss of CB Ds), and CO2 (best option).

Response Time: Extraction times are usually slow, and don't match market demand.

Old Technology: Current extraction systems are based on 60 year old technology.

Solution

Infinity Supercritical offers a full spectrum extraction line of technologically advanced equipment.

High Value Hemp Extraction: High quality oil extraction Supercritical CO2 system.

Large Volume: Continuous feed, push-button extraction using water. Spinning Disc Reactor (SDR) system.

Eco Extraction: SDR uses water, and the only technology in the industry to introduce eco-extraction as a green branding process.

Why Now ?

Timing: The market has a high demand for CB D rich hemp products.

Opportunity for this market exists as processors scramble to meet demand, with legacy extraction systems. Unfortunately, ethanol extraction falls short with a inferior product that doesn't have good terpene retention. That leaves CO2 and water extraction.

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How To Run A Botanicals Business

In the Hemp business, most have the business model of a race to the bottom. Squeeze out the competition. Flood the market with lower prices. Only idiots have used this strategy which doesn't work in the hemp industry. Just look around.

Determining the best extraction method and equipment will determine your profit margin, and ultimately save you time. Full spectrum oil is extracted using Supercritical CO2, which preserve the qualities of the oil for the most benefits.

In many cases, efficiency and quality of product gives you the edge over your competitor. It's not all about low price.

An efficient hemp oil extraction system will not only give you a fast and complete extraction, but will provide you with a good labor workflow, which provides both a positive and safe work environment for your workers. Good flow can mean good profits, since you're eliminating duplication of tasks.

Most important is utilizing your production resources in the most efficient manner. Profits are made by branding your product, which may include full spectrum oil, infusions, lotion, and oil concentrates.



Amla (Gooseberry)

Amla (Indian Gooseberry or *Emblica officinalis*) is a medicinal plant in the Indian traditional system of medicine called Ayurveda. The bitter fruit is used for a entire range of ailments. Amla (301 mmol/100gram) is a superfood that has more than 50 times the antioxidant of blueberries (about 2 mmol/100g). In the 8 year study of Antioxidant Content of 3,139 Foods, Alma hit the top of the charts, followed by cloves (around 200 mmol/100gram). Better yet, Amla has a wide spectrum of beneficial medicinal capacities, including positive benefits to the immune system, blood sugar, memory, and lowering cholesterol levels. It is antimicrobial and even used in neutralizing snake venom.

All foods were analyzed for their antioxidant effects, including even beer which represents the 5th source of antioxidants in the United States (sad commentary on the diet of a first world country).

Source: ncbi.nlm.nih.gov (US National Library of Medicine National Institutes of Health) and NutritionFacts.Org



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ROI Based on \$4/lb Hemp Flower and Selling at \$20/gram (or \$20-\$40 per 1 oz bottle of oil with 1 gram extract)

Estimated Payback Return-on-investment Calculation
Using the Infinity Supercritical 10L CO2 Extraction System
Location: Midwest
Material: Hemp Flower - High Density
Cost: \$4/lb
Work Shift: 24 Hours Production Grams Extract Per Day: 792 grams
Gross Sales Per Day: \$14,263 - Costs = \$13,273 Net Income Per Day

Processing Notes:

1. For extraction equipment only.
2. Does not include any labor or expenses for bottling, if selling as finished product.
3. Does not include any facilities rent/lease cost.
4. Based on prices as provided on 5/19/2021

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ROI Based on Demo or Used Machine at \$49,000

Estimated Payback Return-on-investment Calculation
Using the Infinity Supercritical 10L CO2 Extraction System

Location: Midwest

Material: Hemp Flower - High Density

Cost: \$20/lb

Work Shift: 24 Hours Production Grams Extract Per Day: 792 grams

Gross Sales Per Day: \$71,131 - Costs = \$57,791 Net Income Per Day

Processing Notes:

1. For extraction equipment only.
2. Does not include any labor or expenses for bottling, if selling as finished product.
3. Does not include any facilities rent/lease cost.
4. Based on prices as provided on 5/19/2021

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